Illinois Abroad and Global Exchange Program Assistant for Advertising Position

JOB DESCRIPTION

Objective:
• Support Illinois Abroad and Global Exchange’s (IAGE) mission of offering students quality programs and comprehensive support throughout the education abroad experience.

Requirements:
• Registered student at the University of Illinois and in good academic standing.
• Completion of an Illinois-sponsored study abroad program for credit.
• Strong communication, writing, and public speaking skills.
• Experience writing for social media/blogs and knowledge of best practices of various platforms.
• Basic knowledge of the Adobe Creative Suite (specifically InDesign, Photoshop, and Illustrator).
• Time management skills: ability to multitask, stay organized, and take initiative.

Responsibilities:
• Maintain IAGE social media platforms (including Twitter, Facebook, and Instagram) by taking photographs, writing content, and scheduling posts.
• Manage the Student Stories blog by identifying potential stories, conducting interviews, and writing blog posts.
• With direction from the Coordinator for Media & Marketing, lead initiatives and conduct activities related to outreach (this may include First Steps Workshops, classroom/club/RSO presentations, tabling events, etc.).
• Coordinate outreach follow-up efforts by compiling student data and sending targeted follow-up emails.
• Work with the Program Assistant for Media to develop multi-media content for the website, social media, blog, etc.
• Provide direct administrative support to Coordinator for Media & Marketing in IAGE.
• Assist the Coordinator for Media and Marketing in maintaining an internal office outreach calendar.
• Work with the IAGE Global Engagement team on student initiatives targeted to underrepresented populations and returnee students.
• Adhere to University branding and style guides when creating marketing materials.
• Participate in Program Assistant meetings and other staff meetings.

MANDATORY Time Requirements:
• Availability over the summer to interview for the position. An in-person interview is preferred, but Skype can be arranged if necessary.
• Availability to work 10-15 hours per week in the IAGE office as well as additional hours to work events outside of regular office hours.
• Attendance at all-day Program Assistant training on Wednesday, August 22, Thursday, August 23, and Friday, August 24 and Quad Day on Sunday, August 26 and/or Illinois Abroad Day on Wednesday, September 5.

Additional Information:
• Starting salary for this position is $9.50 per hour; preference may be given to students who are eligible to receive federal work-study.